

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED
CENTRAL FAX CENTER

JUN 29 2005

Serial No.: 09/998,111

Conf. No.: 4393

Filing Date: 11/30/2001

Art Unit: 3622

Applicant: Hubbard et al.

Examiner: Duran, Arthur D.

Title: SYSTEM AND METHOD FOR PRESENTING
MARKETING CONTENT ON A WEB PAGEDocket No.: CA920000060US1
(IBMR-0111)

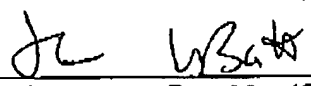
COMMISSIONER FOR PATENTS

Via Facsimile to: 703-872-9306

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450Transmitted herewith is: **Amendment in 23 pages**

for the above-referenced application.

- ☒ No additional fee is required.
- ☒ The Commissioner is hereby authorized to charge and credit Deposit Account No. **09-0461 (IBM)** as described below.
- ☒ Credit any overpayment.
- ☒ Charge any additional fee required.

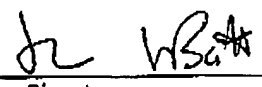


John W. LaBatt, Reg. No. 48,301

DATE: June 29, 2005

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on the date shown below.

John LaBatt
(Person transmitting this correspondence)

Signature6/29/05

Date

If you receive this correspondence in error or do not receive the entire transmission, please notify us at (518) 449-0044.

RECEIVED
CENTRAL FAX CENTER
JUN 29 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**Serial No.:** 09/998,111**Conf. No.:** 4393**Filing Date:** 11/30/2001**Art Unit:** 3622**Applicant:** Hubbard et al.**Examiner:** Duran, Arthur D.**Title:** SYSTEM AND METHOD FOR PRESENTING
MARKETING CONTENT ON A WEB PAGE**Docket No.:** CA920000060US1
(IBMR-0111)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT**Sir:**

This paper is being filed in response to the Office Action dated April 1, 2005. Please
amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this
paper.

Remarks begin on page 17 of this paper.